

MONTGOMERY



PUBLIC ART

# **Urban Art Mural Project**

## Call for Proposals

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The City of Montgomery Public Art Commission seeks an artist or team of artists to design and execute a mural to enhance the aesthetics along Maxwell Boulevard across from Wright Brothers Park and the downtown Riverfront. The mural must be vibrant, engaging and uplifting. The mural must have appropriate content for all audiences. Religious, political or commercial promotion are not eligible for this project.

The artist(s) chosen for this project will serve as an independent contractor of the Montgomery Area Business Committee for the Arts, which is serving as the fiscal agent for the Public Art Commission on this project.

The City of Montgomery Public Art Commission shall retain ownership of the image, including but not limited to, reproduction rights, physical maintenance and lifespan. In all uses of the image, the creative product will be credited to the artist.

## Project Goals

- To commission a mural in downtown Montgomery that reflects the vibrancy and vitality of the city; and,
- To enhance Montgomery as a destination for viewing public art by creating an urban art mural in addition to other and future public art installations.



XYZ Axis by Matt W. Moore, Cincinnati OH 2011

## Project Location

### 435 Maxwell Boulevard (between N. Goldthwaite & Whitman)

This location was chosen due to its high visibility and proximity to downtown attractions. This site is privately owned and its owners have given permission to the Commission to use the space. The lifespan of the mural is unknown and will be classified as “temporary.” A timeline for the redevelopment of the property has not been established, nor is the potential impact on the mural wall known at this time.

## Photo of Project Site



## Map of Project Location Area



## Project Description

- This is an “open theme” call with respect to the somewhat indefinable genres of street and public art
  - All mediums will be considered including, but not limited to:
    - Panel Installations
    - 3D Murals
    - Stencils
    - Wheat pasted prints
    - Airbrush
    - Traditional latex/acrylic painting
- Artists are encouraged to explore a variety of concepts keeping in mind that the finished product will be exposed to the elements for an undetermined amount of time. There is little funding for ongoing maintenance.
- The mural should
  - Be original, one of a kind, new work;
  - If known images are used, the artist is responsible for obtaining all copyright permission and paying all license fees.
    - Copies of permissions and licenses must be provided to the Public Art Commission
- Mural surface is brick building (Exhibit A).
  - Wall is approximately 3,750 square feet (150' x 25').
  - There is no requirement to use the entire wall.
- Mural must be completed by **within six (6) weeks of contract execution.**



*Mural by Stephen Lambert on Jefferson St. Montgomery*

## Project Timeline

RFP Published	September 1, 2015
Onsite Q&A Meeting	September 17, 2015, 4:30 – 6:00 pm
RFP Addendum	October 1, 2015 (if needed)
Deadline for Submissions	October 15, 2015, 4:00 p.m. (CST)
Commission Review	October 27, 2015
Notification of Finalist(s)	October 29-30, 2015
Meetings with Finalist(s) & Property Owner	November 2-6, 2015
Installation Deadline	No more than 6 weeks after execution of contract

*The Commission reserves the right to change project timeline as necessary.*

## Artist Eligibility

- This project is open to all artists and artist teams, including students.
- Call is open to artists nationwide; however, preference will be given to artists living, working, and/or studying in the Montgomery area.
- Experience with public art and large murals is preferred but not required.
- Artist(s) must be willing to meet all contractual obligations and adhere to the project timeline.
- Artist teams must designate a single point of contact. This person must be willing to sign all contracts and related documents for the commission.



Train Mural by Mark Cline, Brighton CO

## Compensation

- The Public Art Commission will compensate artist/artist team in the amount of \$6,000-\$8,000 depending on the project selected.
  - Details on what should be included in the budget are listed under Submission Requirements.
  - This compensation will cover all costs associated with project including, but not limited to
    - Artist fees
    - Tools and supplies (scaffolding)
    - Materials and paint
    - Insurance
    - Fabrication & Installation
    - Travel and Lodging
- Artist(s) may solicit additional grant money or private donations, if desired and/or if project costs exceed this amount;
  - Public Art Commission must be made aware of sources and amounts of additional funds received.
- Compensation will be made in two equal payments. 50% at the time contract is signed and balance 30 days after all contractual deliverables are received.

## Artist(s) Responsibilities

The selected artist(s) shall be responsible for the following:

- Providing all ladders, scaffolding, brushes, and other necessary equipment to complete project
- Any required cleaning, pressure washing and priming of area to be painting
- Providing storage for any equipment to be left on sight (POD, shipping container, etc.)
- Providing proof of general liability insurance coverage and worker's comp insurance for any employees working on project



## Submission Requirements

1. Proposals must be submitted to the Public Art Commission no later than 4:00 p.m. (CST) on **October 15, 2015.**
2. Submissions must be made through the Public Art Commission's website  
[www.mgmpublicart.com](http://www.mgmpublicart.com)
3. Submissions must include:
  - 3.1. Title of Mural with brief description of imagery meaning/concept
  - 3.2. Sketch or Digital Image of proposed mural
  - 3.3. 100 word description of mural's meaning or significance. This will be used during the review of the submission and if chosen on permanent signage at the project site.
  - 3.4. Letter of Interest
  - 3.5. Resume including contact information for at least 3 professional references
  - 3.6. 3-5 Examples of Previous Work - Include information such as location, size cost, materials used, time to complete
  - 3.7. Detailed budget including the following (in no particular order) – See Artist Handbook for more information
    - 3.7.1. *Artist Fee* – value assigned spent on research, planning, idea development, sketching, fabrication and installation
    - 3.7.2. *Contract Labor* – assistants or other labor used for design, fabrication or installation
    - 3.7.3. *Copyright or License Fees* – any fees related to gaining permission to use a copyrighted or trademark image.
    - 3.7.4. *Travel* – airfare or mileage, hotels, meals or other costs associated with not being a resident of the Montgomery area
    - 3.7.5. *Materials* – paint, brushes, any supplies used in the fabrication and/or installation of the mural
    - 3.7.6. *Installation Equipment Needed* – rental of lifts, scaffolding, lighting, fencing/barriers
    - 3.7.7. *Studio Expenses* – Rent for space to fabricate project off-site or storage of supplies, materials onsite (i.e., Mobile Attic)
    - 3.7.8. *Insurance* – Coverage for loss/theft/damage coverage to protect supplies and fabricated parts prior to installation, general liability for self, contractors and assistants, workers' compensation for any employees, transportation/shipping, etc.
  - 3.8. Descriptive materials list (i.e., type of paint to be used)
  - 3.9. Projected time needed to complete project (i.e., 4 weeks)



3D mural by Eric Grohe

## Selection Criteria

- Mural Design/Theme
- Experience with Outdoor Murals
- Approach to Project and Reasoning for Interest in Project (Letter of Interest)
- Budget
- Location of Artist (preference to Montgomery Area artists)
- Timeline for project completion

## Selection Process

The Public Art Commission will review all eligible proposals to select 2-3 finalists for presentation to the property owner and/or his/her representatives. The property owner reserves right to approve the final selection. Should property owner defer to the Public Art Commission the finalists will be re-evaluated based on the above criteria and a final proposal chosen.

## Adjustments to Design Concept

Artist/Artist Teams submitting proposals should be aware that the Public Art Commission reserves the right to require changes to the design to ensure appropriateness for all audiences.

## IMPORTANT Information

- The Public Art Commission will hold an onsite Q&A for interested artists at the project site on **September 17, 2015 from 4:30 to 6:00 p.m.** This will allow all interested parties to physically inspect the site, project wall and area; ask questions of PAC members and staff. Members of the community may also be on sight to provide input as to what type of mural they would like to see in their neighborhood.
- Selected Artist(s) will be required to sign a hold harmless agreement with the City of Montgomery Public Art Commission
- Selected Artist(s) will be required to sign a Hold Harmless Agreement with the property owner
- Proposals not selected for this project will be kept on file by the Public Art Commission and shared with other entities who may request technical assistance from the Commission for a privately funded project.



*Selma to Montgomery Voting Rights Trail Mural by Sunny Paulk*

## Contact for Questions or Additional Information

Ashley Ledbetter, Chair, Public Art Commission  
[Mabca2@yahoo.com](mailto:Mabca2@yahoo.com) or 334-220-7604

Melanie Golson, Department of Development  
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## About the Public Art Commission

The Public Art Commission was established by City Council Resolution No. 140-2013 to coordinate activities dedicated to the placement of art in public places and to the promotion of public art to enhance the vibrancy of the city and quality of life of its citizens.

The commission's primary goal is to have a systematic, but flexible, approach for

- identifying suitable locations for the placement of public art;
- evaluating the aesthetic value of work proposed for placement in public places; and
- making informed decisions about the future needs for care and maintenance before art objects are placed on properties owned by the city or in partnership with private property owners.

It was not created to establish complicated procedures requiring excessive review of minute details which will deter patrons from donating art to the city or which will stifle the spontaneity and creativity of artists.

Working with private developers, property owners, museums, universities and other organizations the Public Art Commission is able to provide assistance in locating artists for specific projects that, although on private property, are open to the public for viewing and enjoyment.

City of Montgomery Public Art Commission does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or selection of artists.

